

Mrs.S.Kasthuri B.E,MBA,PGDHRM,BA(UK),PHD(Pursuing)
Assistant Professor - III, Department of Management Studies
Velammal College of Engineering and Technology, Madurai
e-Mail Id:ruk@vcet.ac.in

EDUCATIONAL QUALIFICATION

- **Ph.D (Pursuing)** from Madurai Kamaraj University, Madurai.
- **BA(UK)** from Purdue University, London.
- **PGDHRM** from Aalagappa University, Karaikudi.
- **MBA** from Sri Ramakrishna Engineering College, Coimbatore.
- **B.E** from Kamaraj College of Engineering and Technology, Virudhunagar.

EXPERIENCE IN YEARS : 5.5 Years

EMPLOYMENT HISTORY :

S.NO	NAME OF THE ORGANIZATION	DESIGNATION	PERIOD
1	Jasmin Infotech Pvt Ltd, Chennai	Business Executive Development	1 Year and 1 month
2	Australian University, Australia	Lecturer	4 Years
3	Sri Ramakrishna Engineering College, Coimbatore	Guest Lecturer	6 months

INTERESTED RESEARCH AREAS : Marketing, Logistics, Business Analytics

SCHOLARSHIPS AND AWARDS RECEIVED : 03

- Received **Best Student Award** from CMA(Coimbatore Management Association),2019.
- Received Best **Entrepreneurship Awareness Award** from INDIGO NATION,2016
- Received Anna University Gold Medal ,2019.

PATENT RIGHTS RECEIVED : 01

- Indian Patent published titled, “Interactive Speech Training System for Enhancing Speaking Skills “.Patent No:TEMP/E-1/32791/202-CHE

PUBLICATIONS DETAILS:

International & National Conference Presentation Details:05

- “An Empirical Assessment of a Univariate Time Series for Demand Planning in a Demand-Driven Supply Chain Using Logistics Leaf Model ”(202).International Conference on Hybrid and Advanced Technologies. PAPER ID NO: ICHAR47 (SCOPUS INDEXED)
- Presented a paper on “ Improved Implementation of MRI Brain Segmentation using Optimization Technique ” at National conference on “Research Trends In Electronics and Communication (RTEC`2014)” at ST.Joseph College of Engineering, Sriperumbudur,Chennai, Tamil Nadu held on 21st March 2014.
- Presented a paper on “Improved Implementation of MRI Brain Segmentation using Optimization Technique ” at National conference (AGNICON `2014) at Agni College of Technology, Thalambur,Chennai, Tamil Nadu held on 10th June 2015.

- Presented a paper on “Relationship Between Consumer Behaviour And Customer Satisfaction” at International conference on “Service Marketing - Taking the Show Abroad” at P.K.R Arts College For Women, Gobichettipalayam,Coimbatore Tamil Nadu held on 9th and 19th August 2016.
- Presented a paper on “Environment & its Protection ” at the National conference “NEOGEOGENESIS” at Rajalakshmi Engineering College, Chennai, Tamil Nadu held on 3rd and 04th September 2016.